

consumer's identity, his or her specific product preference and redemption frequency, face value elasticity of coupons, and others. Thus, over successive mailings of such coupon packages with consumer activated encoding devices, marketing information, functional block 52, 5 can be derived from which predictable promotional consumer behavior patterns can be determined.

It is also possible by utilizing the accumulated marketing information and coupon users, to correlate an individual program or mailing. Thus, a multiple correlation analysis for coincident usage may be made once the participating products and product categories are known for a coupon mailing. This involves a cross comparison of specific user groups for participating different products so as to determine common consumer household audiences so that a particular mailing may be tailored for the products involved. This function is identified by functional block 54 in FIG. 1 and is performed by an appropriate computer program.

Another aspect of the present invention incorporates a system into the above-described methodology which results in an extensive, behavioral based, continuous consumer research laboratory. Thus, as seen in FIG. 4, the twenty million household initial mailing list is divided on an alternate name-address basis into two sub-groups of ten million each. Hence, between two adjacent households, one will be in sub-group A and the other in sub-group B. Each sub-group A and B is then further split into five equally dispersed or distributed cells of two million each and designated 56, 58, 60, 62, 64 and 56', 58', 60', 62', 64', respectively. In the first mailing to the twenty million households, each household in sub-group A will receive its coupon package including the sticker sheet containing the coupon enhancing consumer activated encoding devices in the form of stickers while each household in sub-group B will receive a package with regular coupons and without the sticker sheet. Thus, sub-group B which does not receive the sticker sheets and thus any means of enhancing the value of their coupons, acts as a control group against which the effect of the enhanced values of the coupons redeemed by the consumers in sub-group A can be measured. In the next mailing, the households in sub-group B receive the sticker sheets while the households in sub-group A do not. In the third and subsequent mailings, this alternating or oscillating sequence between sub-groups A and B continues, but the cells will commence rotation. Thus, in the third mailing, cells 58, 60, 62 and 64 of sub-group A and cell 56' of sub-group B receive the sticker sheet and in the fourth mailing cells 58', 60' 62' and 64' of sub-group B and cell 56 of sub-group A receive sticker sheets. In the fifth mailing, cells 60, 62 and 64 of sub-group A and cells 56' and 58' of sub-group B receive sticker sheets. This rotation system continues so that with every tenth mailing, the entire mailing list has been rotated through.

It is to be understood that the foregoing general and detailed descriptions are explanatory of the present invention and are not to be interpreted as restrictive of the following claims.

What is claimed is:

1. A system for identifying by name and address those consumers who redeem redeemable product purchase incentives such as cents off coupons, said system comprising:

(a) preparing an initial list of names and addresses of consumers who are to receive redeemable product purchase incentives;

(b) delivering to those consumers on said initial list a plurality of redeemable product purchase incentives in a unit on a plurality of consumer products with at least one consumer activated encoding device indicating the name and address of the receiving consumer in machine readable language, each of said at least one consumer activated encoding device being adapted for physical association with a product purchase incentive;

(c) receiving for redemption from receiving consumers those product purchase incentives submitted for redemption including those product purchase incentives physically associated with said consumer activated encoding devices;

(d) machine reading and recording the names and addresses of receiving consumers that redeem the redeemable product purchase incentives physically associated with said consumer activated encoding devices; and

(e) recreating out of said initial list a list of names and addresses of receiving consumers that actually redeem redeemable product purchase incentives.

2. The system as defined in claim 1, wherein the number of redeemable product purchase incentives delivered in a unit to each consumer is greater than the number of consumer activated encoding devices in said unit.

3. The system as defined in claim 1, wherein the step of delivering to those consumers on said initial list a plurality of redeemable product purchase incentives in a unit comprises mailing the units of product purchase incentives to the names and addresses of consumers on said initial list.

4. The system as defined in claim 1, which further comprises the step of providing an incentive to the receiving consumer to physically associate said at least one consumer activated encoding device received by said consumer with a redeemable product purchase incentive.

5. The system as defined in claim 4, wherein the step of providing an incentive to the receiving consumer comprises indicating on said consumer activated encoding device a value multiplier of the redeemable product purchase incentive when the consumer activated encoding device is physically associated with a redeemable product purchase incentive.

6. A system for identifying by name and address those consumers who are the heaviest product purchasers who regularly use cents-off coupons, said system comprising:

(a) preparing an initial list of names and addresses of consumers who are the most likely heaviest product purchasers who are regular cents-off coupon users;

(b) delivering to those consumers on said initial list a plurality of redeemable cents-off coupons in a unit on a plurality of consumer products with at least one consumer activated encoding device indicating the name and address of the receiving consumer in machine readable language, each of said at least one consumer activated encoding device being adapted for physical association with a cents-off coupon;

(c) receiving for redemption from receiving consumers those cents-off coupons submitted for redemption including those physically associated with said consumer activated encoding devices;

(d) machine reading and recording the names and addresses of receiving consumers that redeem the